



**MUSEUM OF
GLOUCESTER**

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September 2023

Reviewing and re-inventing activity at the Museum of Gloucester... **Museum Programming Consultant Brief 2023**

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1. Project summary

The museum is currently experiencing a radical period of change. We are in the process of updating our audience insights and are halfway through our five-year Museum Development Plan. In order to remain a flagship museum and respond to the challenges of a competitive sector, the Museum of Gloucester seeks to work with a programme development consultant to thoroughly review our entire programme and help us place audiences and communities at the heart of our ethos and activities.

2. About the Museum of Gloucester

Found within the city of Gloucester is an internationally important collection of treasures, comprising of nearly one million objects. The Museum of Gloucester tells the story of the city's origins as a Roman settlement and its subsequent development through the Dark Ages and Medieval period. This fine Victorian building also has a significant collection of art including paintings by Richard Wilson, Thomas Gainsborough and Thomas Dibdin. The Archaeology collection includes the world-famous Birdlip Mirror, impressive Roman tombstones and the Gloucester Tables Set, the oldest complete backgammon set in the world.

Vision, Purpose and Aims

The Museum of Gloucester is a Local Authority Museum, managed and administered by Gloucester City Council. It is a fully accredited Museum and works in partnership with other

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museums and heritage organisations across the county to represent the heritage and lives of the people of Gloucestershire.

Mission Statement

Museum for Gloucester: Uncovering Gloucester's past and shaping our future...

Values & Statement of Purpose:

- Welcoming, inspiring and engaging
- Representing and empowering our communities
- Sharing and collecting powerful stories
- Innovative and forward thinking
- Sustainable with a social and environmental focus

3. Audiences

We attract people from different backgrounds, interests and audience segments to the museum. Our programme seeks to work with as wide a range of our audiences as possible. Highlights of our data * include:

- 50% of our visitors are under the age of 25 with 40% under the age of 15
- 45% of visitors are Explorers, a general family type audience who visit for as an excursion that benefits everyone in the party
- 20% are Facilitators, very similar to Explorers only they visit for the benefit of others rather than the benefit of themselves
- 17% are Professional hobbyists; people with an above average passion for history and heritage, or who work in the sector
- 8% are Rechargers, similar in demographics to Professional hobbyists, but their reason to visit is, as the name suggests, to offer a break in pace from the outside world
- 5% are Experience Seekers and an important segment to focus on, although smallest in size, they visit at least 3 times a year and highly value the museum as an important place to be.

* Data from 2020. All additional audience data will be made available on request.



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4. Project specification

We wish to hire an external consultant to work with us collaboratively to develop a framework to grow and develop our programme. The resulting framework should focus on engaging the widest possible audience to the museum whilst ensuring our financial stability and resilience. We are open to bold and adventurous thinking and are keen to work with someone who can help us grow our ambition.

The framework will be set out in a final report to include a roadmap and recommendations on how to re-design and re-focus our programme over the next three years, so that we can begin to test and implement from April 2024 onwards.

The scope of the programme we are referring to includes temporary exhibitions and supporting programmes, co-curated community activity and public programming. Your work will look at all current activities within this scope, as well as existing audience data, to create this proposal.

Through this project, we are keen to understand:

- the likely needs of all our varied audiences and current non-users
- the types of events and activity these audiences want from a museum
- the types of activities the museum should focus on that balance our commercial targets and community engagement needs
- the activities are no longer relevant to our visitors...
- the opportunities to drive earned income alongside public, trust and sponsorship funding

The outcomes we are seeking to achieve through this project are:

- increased and more diverse engagement across programming
- improved understanding of how to respond to the needs of audiences
- greater coherence across our programming, rather than standalone events and activity
- greater confidence in exploring radical ideas and themes that resonate with audiences through our programme
- improved connectivity with other strands in the cultural service including Gloucester Guildhall, Blackfriars Priory and City Festivals & Events



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Your tender proposal should explain your approach to delivering this consultancy, within the specified timeframe and budget.

5. Consultation and stakeholders

The successful applicant will have full access to a variety of information including:

- Details of previous programmes
- Mission statements/Objectives/Museum Development Plan
- All museum audience data sets
- The museum itself and its vast collections
- Internal and external partners and stakeholders

The Events & Marketing Officer will be the primary contact for this project. However, other museum and cultural services staff should also participate in the project, including:

- Cultural Development Manager
- Cultural Development Team
- Engagement Officer
- Collections Team
- Destination Marketing Manager
- Museum Marketing Officer
- Visitor Experience Manager
- Visitor Experience Team
- External stakeholders

6. Fees, expenses and payment

This project is being commissioned by the museum (part of Gloucester City Council) through a grant from South-West Museum Development, using funding from Arts Council England and Art Fund.

Consultants are invited to submit proposals for this contract up to the value of **£7,200** (inclusive of VAT). In your tender, please include a breakdown of **all** costs, including

- an indicative day rate and the number of days the budget will allow
- all travel expenses
- any other costs associated with the work.



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An initial payment of 35% of the total budget will be payable upfront with the remaining 65% of payment being made on receipt of the final version of the report and with final sign off agreed.

7. How to apply

Please submit a CV, and a tender proposal of maximum 3 pages, to include the following:

- Your approach to delivering this consultancy, including a timeline
- A fully costed budget as detailed above
- Two examples of similar previous work
- At least two current references that can be contacted

Please take note of the following timescales:

- Tender proposals should be submitted by midnight on **Friday 15 September** to Amy Washington (Events & Marketing Officer) via the contact details listed at the end of this document
- Shortlisting, consideration and selection of final candidate(s) to take place week commencing **18 September** with the successful candidate selected and appointed by **Friday 22 September** at the latest. The timeframe for delivery is October – January and the project must be finished by end of January 2024

The following criteria will be taken into consideration during the tender process:

- The degree to which the proposed approach is collaborative, realistic, robust and appropriate
- Demonstrable similar and relevant previous work/consultancy within cultural organisations with a focus on programming (with museum experience essential)
- Ability to complete to deadlines and within budget

All proposals received will be assessed by the Cultural Development Manager and Museum Events & Marketing Officer, before the final selection is made. We may decide to conduct interviews depending on the tender proposals we receive.

8. Contacts and further information

For further information or to submit a tender proposal, please contact Amy Washington, Events & Marketing Officer on amy.washington@gloucester.gov.uk.